

HOW TO MAKE Social Media Work For You



BY THE END OF THIS

You will know exactly what to do to
get more leads from Social Media.



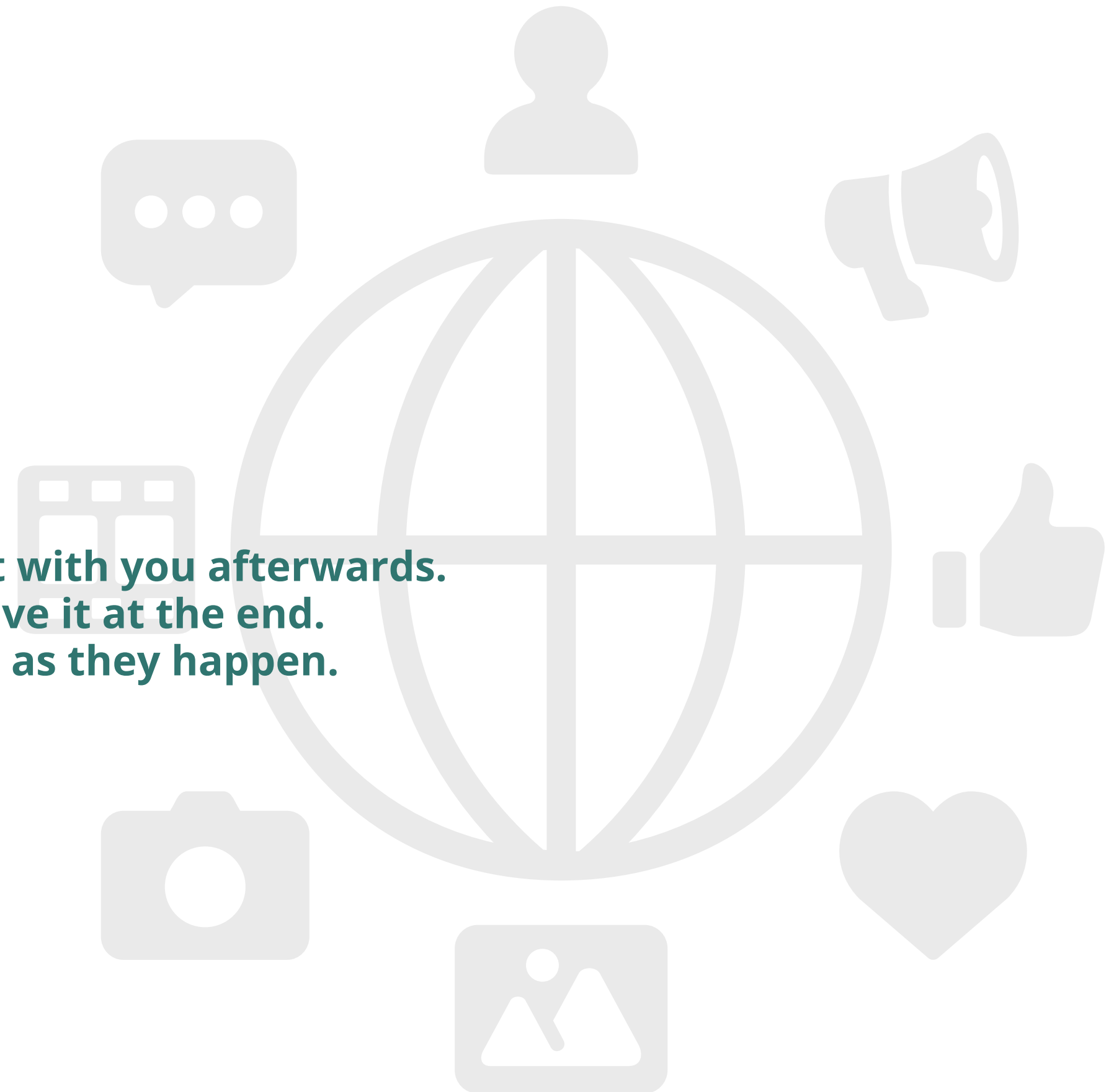
FREE STUFF AT THE END



I TALK FAST

No need to take notes...

- We're recording this presentation and will share it with you afterwards.
- Anyone who wants a copy of the slide deck can have it at the end.
- If you have questions drop them in the comments as they happen.



WHO AM I?

I've been in Real Estate Marketing for almost 17 years.

- **Photography, Videography, Graphic Design**
- **Brand Strategy (Logos, Fonts, Colors, Etc.)**
- **Staging & Interior Design**
- **Website Design**
- **Podcasting**
- **Social Media Management & Marketing**
- **Personally spent 100's of thousands of dollars on advertising campaigns generating thousands of leads for a variety of clients.**



IMAGINE

Having a source of leads that you can turn on and off like a tap as you need them.



SOCIAL MEDIA IS YOUR KEY

A systematic approach to creating an abundant source of leads.

- Let people know you exist.
- Prove to them that you're an authority in your space.
- Get them to connect with you.
- Show them the path.
- Invite them along.
- Turn them into clients and advocates.



WHO'S STILL DOING THIS?

Drop a comment in the chat if you're doing these things...

- Direct Mail.
- Bus Benches.
- Posting Listings on Social Media.
- Door Knocking.
- Cold Calling.



THESE ARE JUST SIGNS

Signs don't actually do anything.

- They just sit there
- Easy to ignore
- Passive attention
- No direct call to action
- No way to measure performance
- Results take a lot of time
- Lead acquisition costs are astronomical



SECRET #1:

Go where the attention is.

Average daily screen time in Canada in 2023 was 7 hours and 4 minutes according to [Zippia](#).

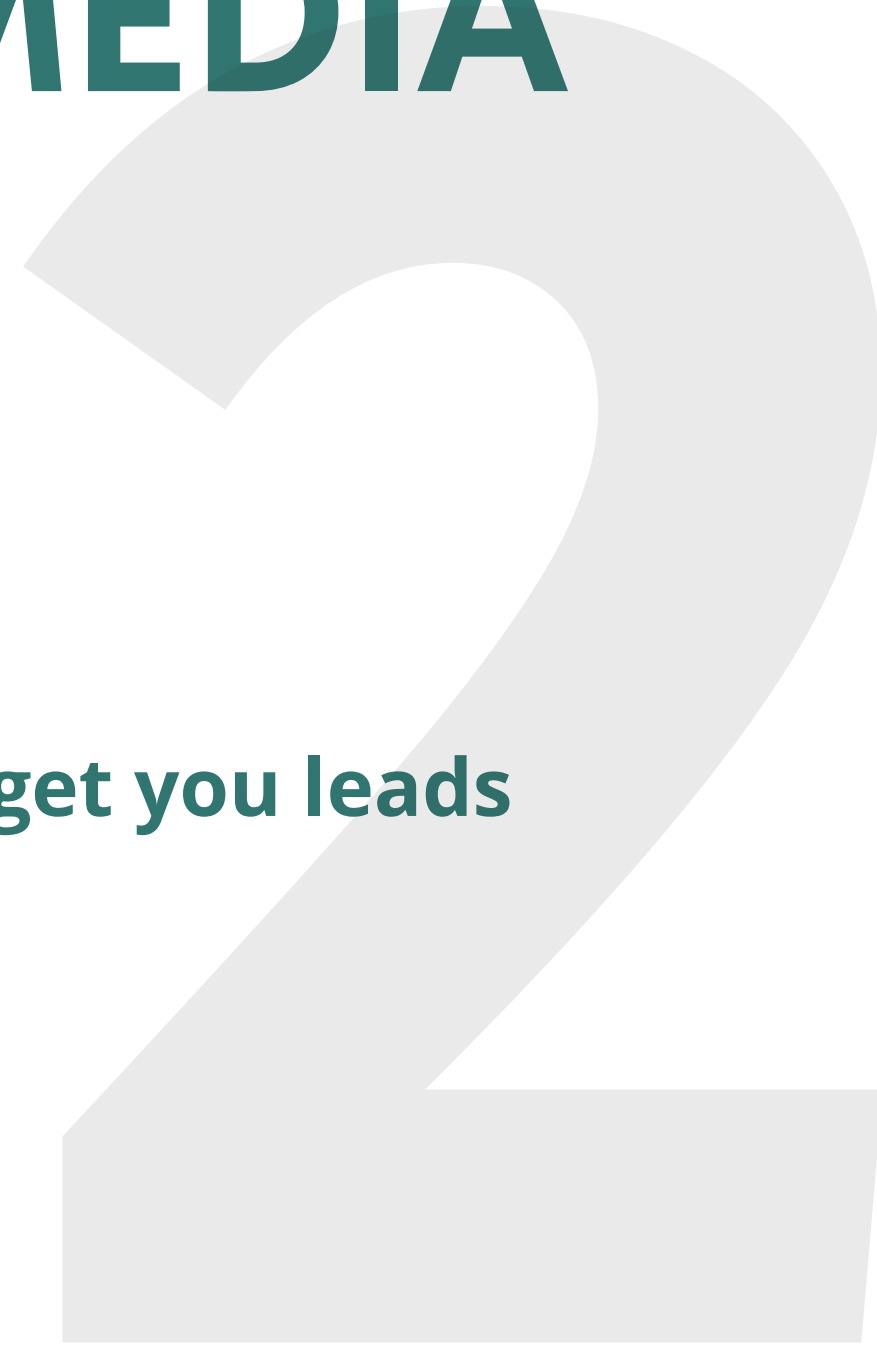
You need to be creating content and posting it online where people will actually find you and engage with you.



YOU HATE SOCIAL MEDIA

You're avoiding it because...

- Social media is overwhelming
- You hate making content
- You don't think you're creative enough
- You're camera shy
- You don't want to dance to get leads
- You don't know what to make that will actually get you leads
- You don't know how the tech works
- You're not sure where to start



WITH A CONTENT SYSTEM

You can eliminate 90% of these challenges.

Know your audience.

Identify who you're helping and what you're helping them with.

Map out a solution path.

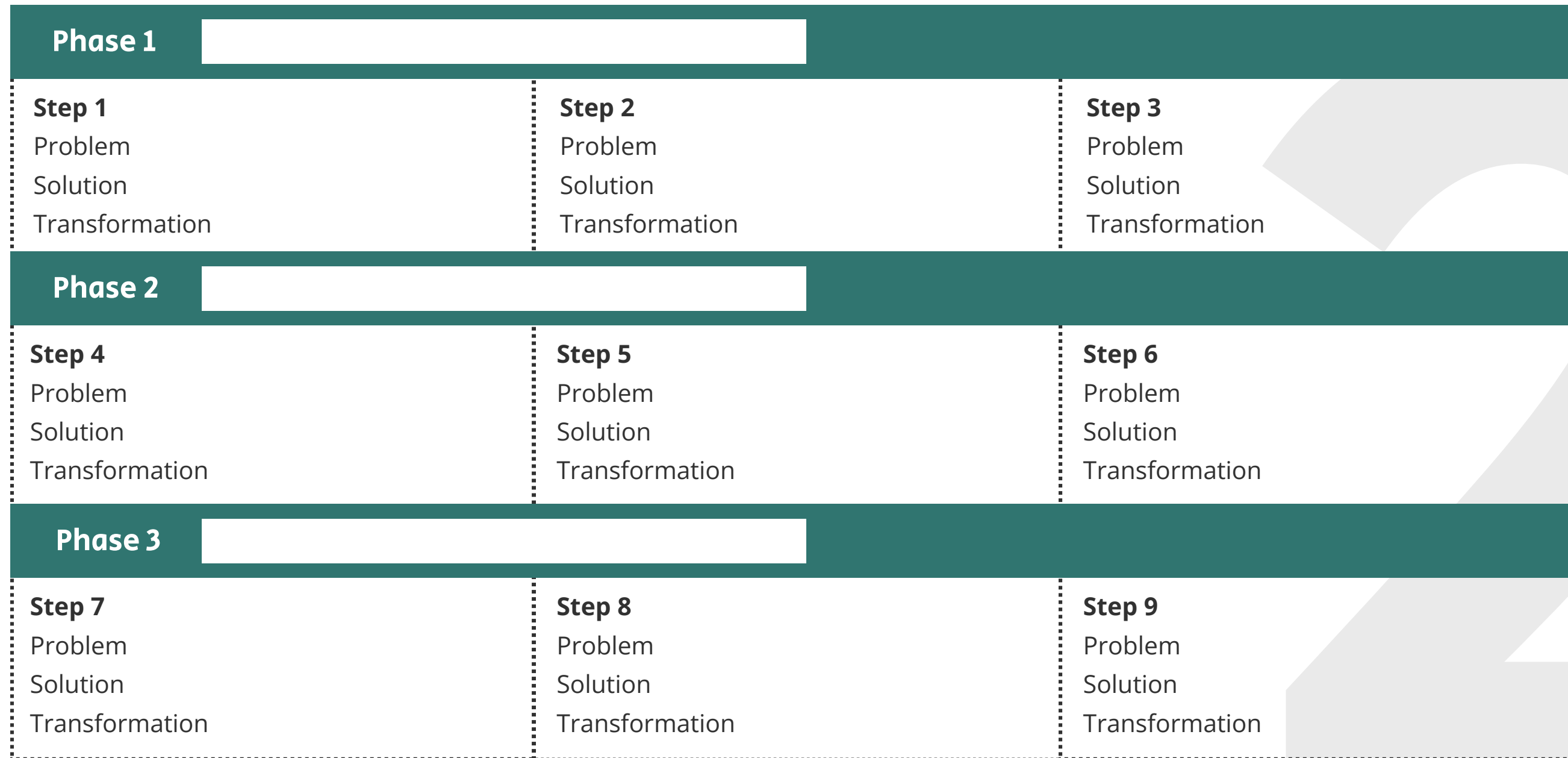
Create an outline for the path your ideal clients take to achieve their goals.

Speak their language.

Outline the problems, solutions, and transformations they will face along the way.

SECRET #2:

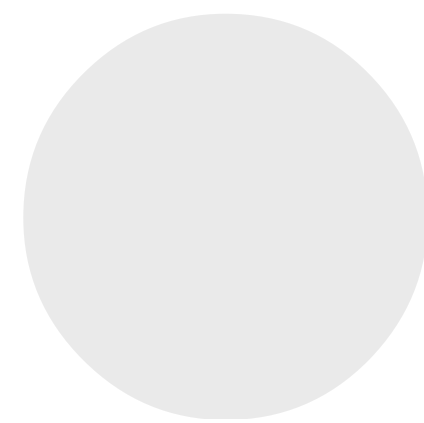
The Signature Solution Path



BUYERS EXAMPLE

You might start here...

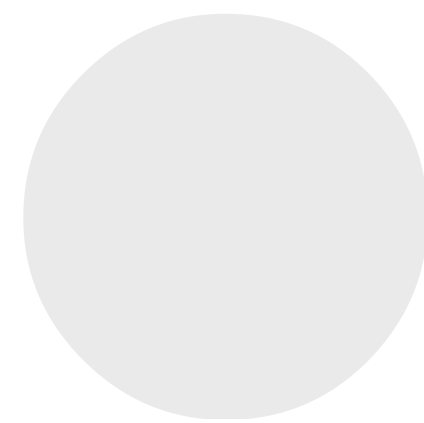
Phase 1		
Step 1 <i>CREDIT CHECK</i> Problem <i>They don't know what their credit score is</i> Solution <i>Go to Credit Karma</i> Transformation <i>Confident that they will qualify</i>	Step 2 Problem Solution Transformation	Step 3 Problem Solution Transformation
Phase 2		
Step 4 Problem Solution Transformation	Step 5 Problem Solution Transformation	Step 6 Problem Solution Transformation
Phase 3		
Step 7 Problem Solution Transformation	Step 8 Problem Solution Transformation	Step 9 Problem Solution Transformation



SELLERS EXAMPLE

You might start here...

Phase 1		
Step 1 <i>PROPERTY VALUE</i> Problem <i>They don't know what their home is worth</i> Solution <i>To get a market analysis</i> Transformation <i>Comfortable with the price point</i>	Step 2 Problem Solution Transformation	Step 3 Problem Solution Transformation
Phase 2		
Step 4 Problem Solution Transformation	Step 5 Problem Solution Transformation	Step 6 Problem Solution Transformation
Phase 3		
Step 7 Problem Solution Transformation	Step 8 Problem Solution Transformation	Step 9 Problem Solution Transformation



DO THE RIGHT RESEARCH

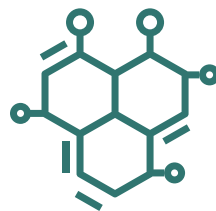
So you know what to make.



Go to AnswerThePublic or Google Search
Figure out what people are asking.



Use Google Keyword Planner to
strategically target underserved topics.



Follow a viral formula to write scripts and
capture, edit, and share your content.



WHAT COMES NEXT

How do you use the content to get leads?

Capture Them

How do you use your content to attract and capture leads?

Qualify Them

How do you leverage technology and automation to qualify the leads?

Convert Them

How can you easily sell yourself to them and make them raving fans?



SECRET #3

Follow a marketing system.



Create a pillar video.



Embed the video in a blog post.



Create clips from your video.



Share those clips on social media.



Run ads on the videos.



Create a lead magnet and a landing page with a form connected to your CRM.



Retarget the most engaged people with a lead magnet offer.

Marketing
Qualified Leads

Sales
Qualified Leads



LET ME ASK YOU A QUESTION

If there was a way you could do all this

Without taking up too much time...

Without having to spend thousands of dollars...

Without an overwhelming amount of work involved...

Would you be mad if I didn't share it with you?



BRAND OUTLINE

Do a deep and intense dive into your business and figure out exactly who you're helping and what you're helping them with.

**We normally charge our clients
\$997**



AVATAR PROFILE

Create a non negotiable framework to follow that will help you speak directly to your audience, get inside their heads, and turn them into raving fans of your work.

**We normally charge our clients
\$497**



SIGNATURE SOLUTION

Create a map for your clients to follow that leads them from finding you all the way to becoming a client and closing a deal with you.

**We normally charge our clients
\$497**



MARKET RESEARCH

Research and document the exact questions and challenges that your ideal clients are facing to fuel your content.

**We normally charge our clients
\$497**



PLAN, CAPTURE, & EDIT

Create enough content to share something daily with your audience *AND* fuel your various marketing campaigns.

We normally charge our clients

\$297^{*Min.}



CONTENT DISTRIBUTION

Write descriptions and share your content on every major social media platform daily.

We normally charge our clients

\$297 *Min.



FUNNEL MANAGEMENT

Create the landing pages, forms, integrations, connections, automations, and other funnel assets and publish them.

We normally charge our clients

\$497^{*Min.}



AD CAMPAIGN OPTIMIZATION

Activate and maintain the various marketing campaigns and objectives according to accurate and up to date data.

We normally charge our clients

\$497^{*Min.}



IF YOU WANT

A content system that will generate endless leads for your business.

Brand Outline	\$997
Avatar Profile	\$497
Signature Solution	\$497
Market Research	\$497
<hr/>	
Plan, Capture, Edit	\$297
Content Distribution	\$297
Funnel Management	\$497
Ad Campaign Optimization	\$497

Grand Total:

\$4076

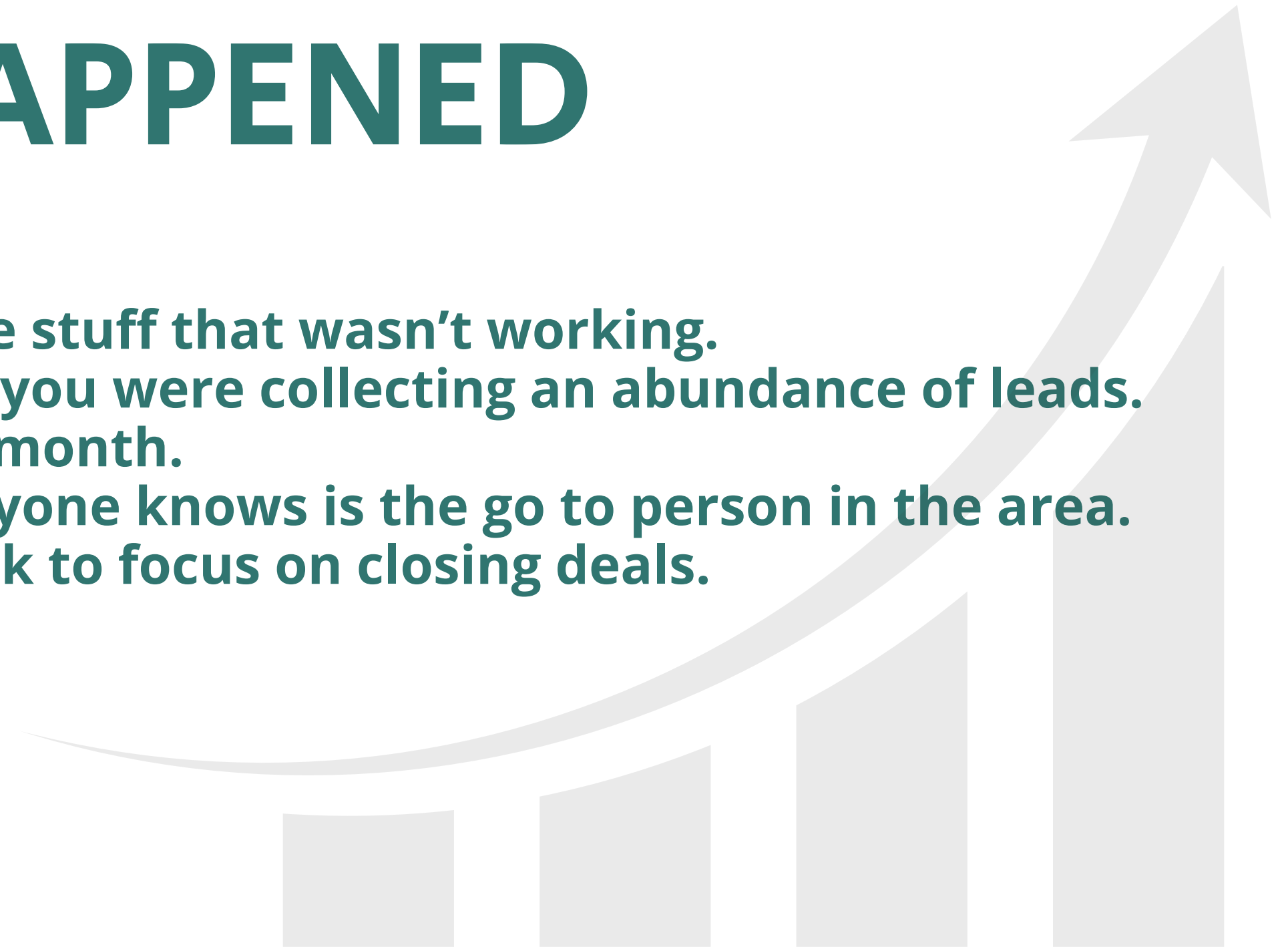


IF ALL THAT HAPPENED

Was that you...

- **Could finally stop paying for all the stuff that wasn't working.**
- **Were able to finally relax because you were collecting an abundance of leads.**
- **Closed an extra deal or two every month.**
- **Became a local celebrity that everyone knows is the go to person in the area.**
- **Get a huge chunk of your time back to focus on closing deals.**

Would it be worth it?



FOR THOSE OF YOU

Who aren't able to invest in themselves right now...

- You get a copy of this slide deck.
- You get a free digital copy of my book "Real Estate Marketing"
- You get a free copy of our content framework.



MONEY IS A TOOL

At the end of the day would you rather...

Keep your money and stay where you are or put it to work and grow?

Have an abundance of clients or a big pile of excuses?

A ton of really great information or too many clients to deal with?

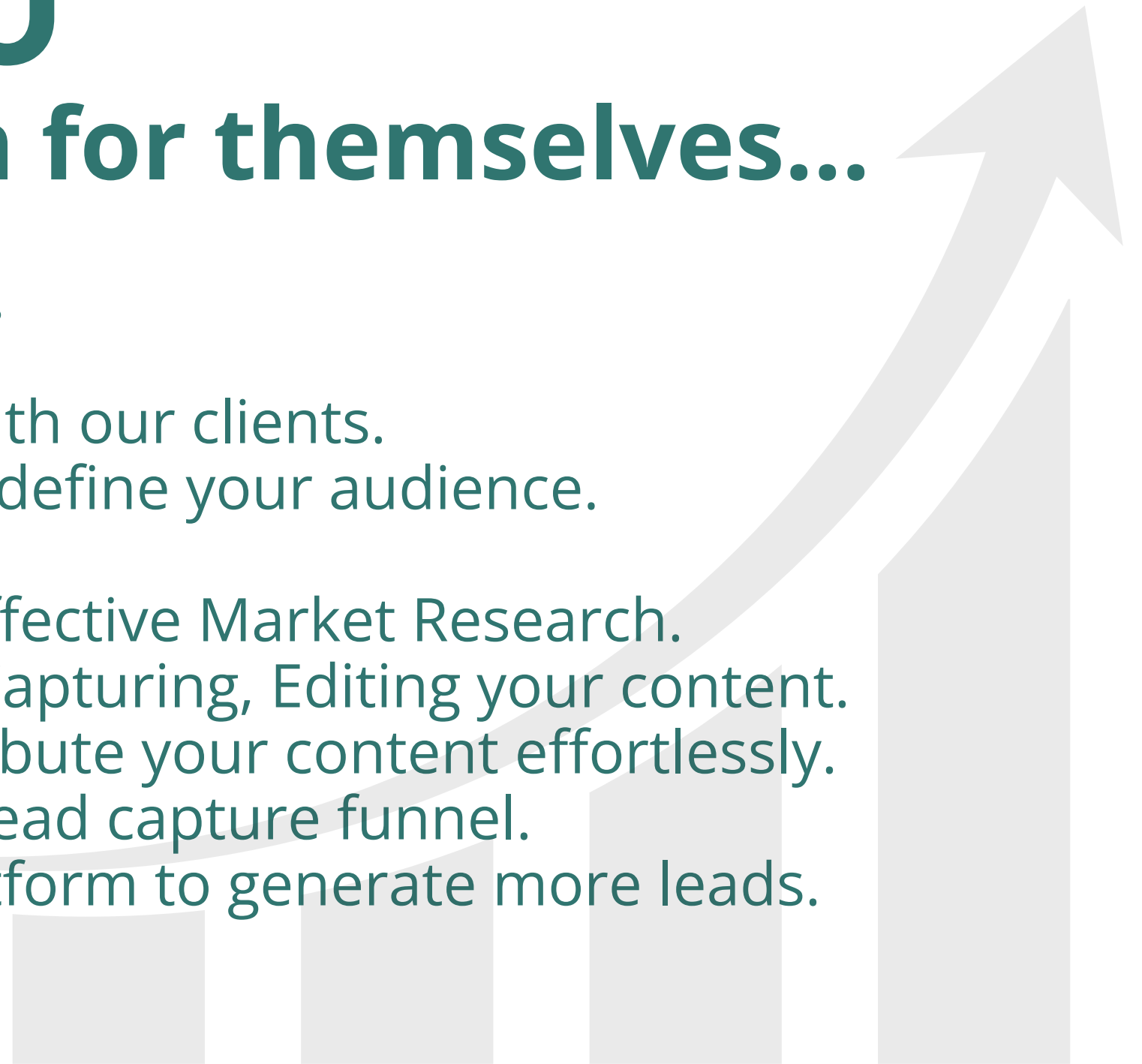


FOR THOSE OF YOU

Who are ready to take action for themselves...

Join our 8 week Marketing Accelerator Program.

- We'll walk through all the frameworks we use with our clients.
- You will create a memorable brand outline and define your audience.
- Together we'll map out your Signature Solution.
- Then I'll show you EXACTLY where to go to do effective Market Research.
- I will show you the exact process for Planning, Capturing, Editing your content.
- We'll go over the tools you can leverage to distribute your content effortlessly.
- I'll show you how to set up and automate your lead capture funnel.
- You'll learn how to use Meta's Ad Campaign platform to generate more leads.



THE BEST TIME

To plant a tree was 20 years ago.

If you would have figured out social media last year this wouldn't be important to you.

Are you going to plant the seed today or put it off for another year?



THE 8 WEEK

Marketing Accelerator Program

Is launching on the 4th of March.

Today, you'll only pay \$497



WHAT WE DO

Every week will have it's own mission.

Week 1: Together we outline your niche.

Week 2: Then we take time to thoughtfully map out their path.

Week 3: We conduct the necessary research to better understand your audience.

Week 4: We build the funnel infrastructure to convert the traffic to leads.

Week 5: We create one lead magnet, one blog article, and one video script.

Week 6: We distribute the content we've created and use it to generate traffic to our article page.

Week 7: We review our sales systems to maximize our conversion rates.

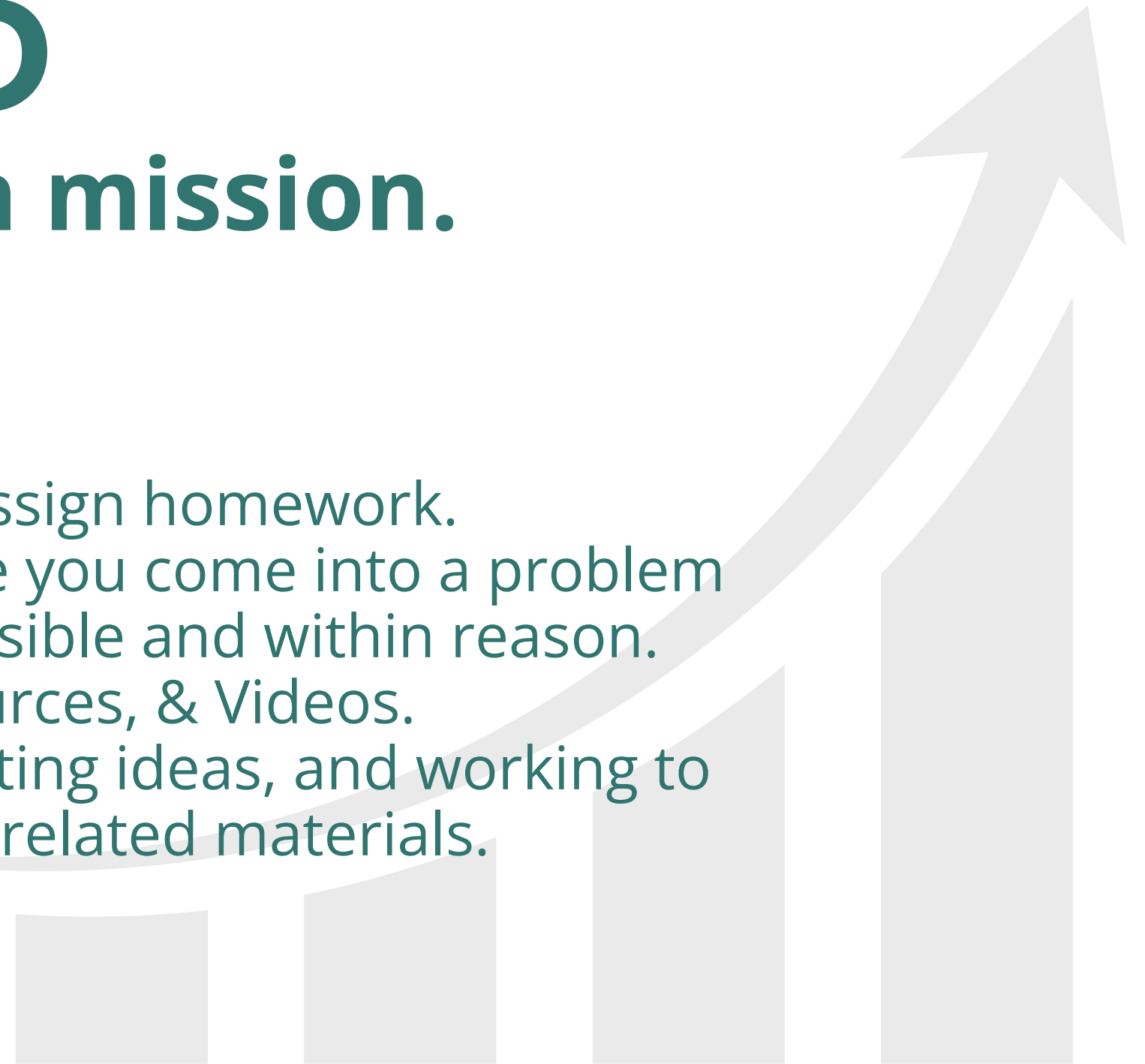
Week 8: Recap and continuing support.

WHAT'S INCLUDED

Every week will have it's own mission.

What you get:

1. Weekly Coaching Call
2. We'll cover the lesson, answer questions, and assign homework.
3. You can ask questions via text or email any time you come into a problem and we'll answer you as quickly as humanly possible and within reason.
4. Access To Tools, Frameworks, Templates, Resources, & Videos.
5. We're constantly developing new strategies, testing ideas, and working to bring you the most useful and current lead gen related materials.

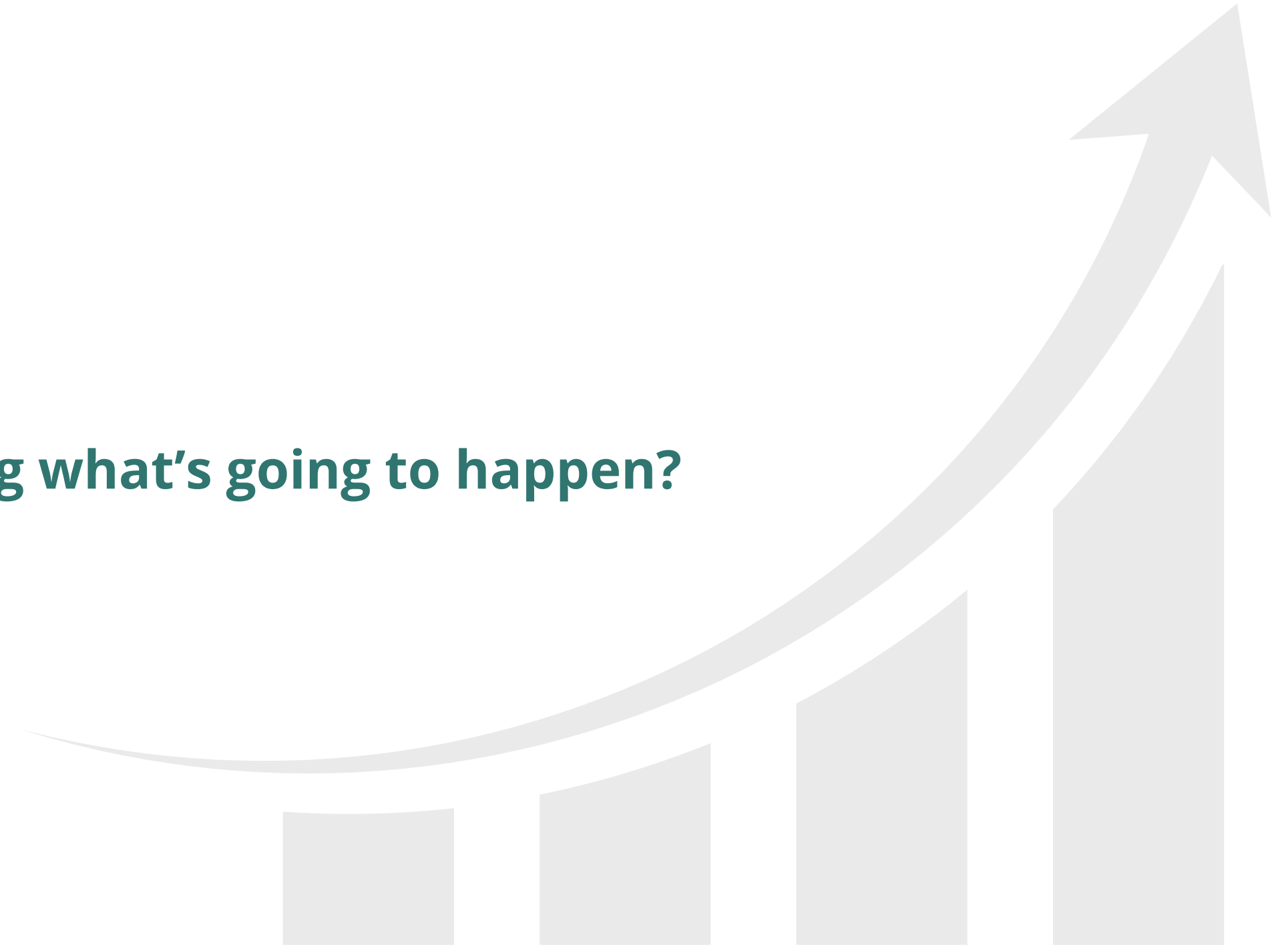


OLD HABITS

Are hard to break.

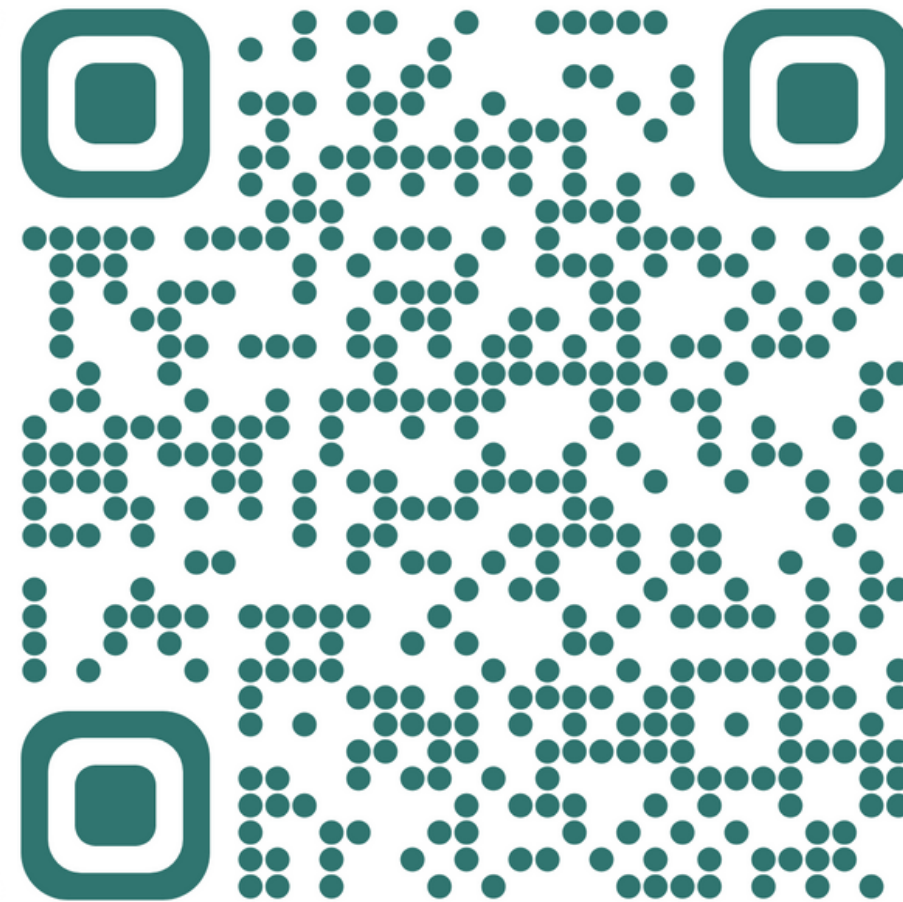
When you wake up tomorrow morning what's going to happen?

Not a lot for some of you here today.



SCAN THE CODE

To Enroll In The Program



<https://virtualrealestatemarketing.com/product/leadgencoaching/>

Call or Text: (403) 585-5132

Email: devon@virtualrealestatemarketing.com